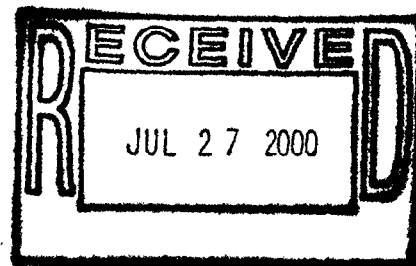




6111 Broken Sound Parkway NW
Boca Raton, FL 33487-3693
(561) 241-9400
Fax (561) 995-5188

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July 17, 2000

Food and Drug Administration
Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
200 C Street, SW
Washington, DC 20204

Dear Sirs:

Notice is hereby given that Rexall Sundown, Inc. ("Sundown") located at 6111 Broken Sound Parkway, N.W., Boca Raton, Florida 33487 has marketed a dietary supplement under the Sundown brand name bearing the following statement(s) on the label and/or in the labeling:

Hawthorn Berries: [For a] healthy heart. By promoting heart muscle activity, hawthorn helps healthy blood flow. European research studies indicate that Hawthorn Berries are rich in beneficial compounds called flavonoids. Flavonoids are recognized for providing superior antioxidant protection. Hawthorn Berries are known for their positive effects in maintaining healthy heart and circulatory function. Hawthorn Berries, along with regular exercise, can benefit both your heart and circulatory system.

The undersigned certifies that the information contained in this notice is complete and accurate and that Sundown has substantiation that the statement is truthful and not misleading. Pursuant to § 101.93 (a)(1), two copies of this notification are enclosed.

Sincerely,

Deborah Shur Trinker
Vice President of Regulatory Affairs
and Assistant General Counsel

Enclosure

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